UHC Day 2026 Outreach Templates

Take the lead in mobilizing your communities and networks to participate in the UHC Day campaign and share their stories through #HealthCostsHurt. Copy-paste the messages below or draft your own using the UHC Day ToolKit!

Outreach is how we build a movement. By reaching out to your peers, communities, networks and leaders, you can bring more people into the campaign, amplify the voices of those affected by unaffordable health care, and build collective support for action. You can do outreach through your social media accounts, WhatsApp groups, email lists or community networks. You could also collect short videos from people willing to share their experiences at in-person events, meetings or forums. And why not reach out to people who post about health issues on social media, or contact well-known advocates, influencers and public figures who might be interested in supporting the campaign?

The more people who join the conversation, the stronger our call for health for all — and the greater our opportunity to influence decision-makers ahead of the 2027 UN High-Level Meeting on UHC.

Email and DM Template:

Your voice matters: Help us show decision-makers that #HealthCostsHurt

Dear [Name],

We've seen your powerful posts about [specific health topic] and would love to see your voice featured in the global Universal Health Coverage (UHC) Day campaign!

This year, we're calling on governments to uphold the right to health by protecting people from unaffordable health costs. Through the #HealthCostsHurt call to action, we want to show decision-makers the real impact of health spending on people's lives and hold governments accountable for their commitments to achieve universal health coverage (UHC).

Will you join us? Here are two simple ways to get involved:

1. Share your story. If you or someone you know have ever had to delay or miss out on health services due to the costs, share your experience in a short video and use the #HealthCostsHurt hashtag.
2. Spread the word. Use the UHC Day Toolkit and its interactive campaign builder to raise awareness, mobilize your networks and call on decision-makers to act on their commitments.

Together, we can drive meaningful action towards health for all.

If you have any questions or would like support getting involved, please don't hesitate to reach out.

We hope you'll join us! 💙

[Signature Block]

[If space allows]: ***Universal health coverage (UHC) means that all people can access the full range of quality health services they need, when and where they need them, without financial hardship. UHC Day on 12 December is the annual rallying point for the global movement for health for all. It marks the anniversary of the United Nations' historic and unanimous endorsement of universal health coverage in 2012.***

Social Media Comment

Thank you for speaking up about [health topic]! 💙 [Comment specific to the post – ex: "It is unacceptable that people still have to choose between health and other necessities."] Have you heard of the global #UHCDay campaign? This year, advocates and leading health experts around the world are rallying together to show decision-makers that #HealthCostsHurt to call for affordable health care, right here, right now. Your voice is powerful, and we'd love for you to get involved! Share your story and help spread the word: https://csemonline.net/join-the-healthcostshurt-campaign-share-your-story / 🌍

Social Media Messaging

Post 1:

Join the #HealthCostsHurt campaign!
1. Record a short video on why #HealthCostsHurt - your story, your perspective, your call to action.
2. Post it on social media using the #HealthCostsHurt hashtag.
3. Tag your decision makers, @UHC2030 and @CSOs4UHC so that we can amplify your message.
Help us show decision-makers the faces behind the data and remind them that health is a fundamental human right, not a privilege.

Post 2:

If you could only choose one, what would it be?
📚 Textbooks? 🥗 Groceries? 🏠 Rent? 👩‍⚕️ Doctor visits?

For too many people, this isn't a hypothetical question - it's real life.
Every day, millions are forced to choose between their health and other basic needs.

No one should have to make that choice. Ever. That's why we're calling on you to join our #HealthCostsHurt campaign - a global call to action to show the real human stories behind the numbers.

Get involved. 🔗https://bit.ly/47CSi7l

Post 3:

🌍 As part of #UHCDay 2026, we're asking people everywhere to share their experiences paying for health services. **Raise your voice** to help decision-makers understand that #HealthCostsHurt not just our wallets - but also our lives, communities and collective future.

Get involved. 🔗https://bit.ly/47CSi7l

Post 4:

🎥 Join the #HealthCostsHurt campaign!

Have you or a loved one ever struggled to pay for health services? Share your experience and a call to action for decision-makers in a short video. Use the #HealthCostsHurt hashtag and tag your leaders, @UHC2030 and @CSOsforUHC.

Together, let's make it impossible for leaders to ignore the cost of inaction.
Because #HealthForAll is not a luxury. It's a human right.